

VIRTUAL SHARED DATABASES

ABSTRACT

5 A system and method for analyzing a database residing in a computer system
linked to a network is provided. The method includes creating one or more virtual data
islands partitioned inside the database, each virtual data island storing client data for a
specific client engaged in a fundraising campaign, the client data containing one or more
constituent records (CR). The method further comprises the steps of creating a master
10 island containing a compilation of the fields in the virtual data islands. The method
further comprises the steps of creating a linking table including a compilation of unique
identifiers of the individuals whose records are in the virtual data islands. The method
further comprises the steps of creating a data pool having selected data from the CRs,
analyzing the data pool, and using the results of the analysis in fundraising campaigns.
15 The method further comprises identifying potential donors from the results of the
analysis. The method further comprises determining, from the results of the analysis, a
probability of a charitable donation by an individual donor. The method further
comprises accessing individual donor records online, and conducting financial
transactions.

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